

IN THE CLAIMS:

Claims 1-18 (Cancelled)

19. (Currently amended) A method for producing a coated paper for web offset printing, the method comprising the steps of:

applying a coating color to a base paper by a film transfer method using a transfer roll coater at a coating weight of at least 7 g/m² per side where the transfer roll coater has an inner roll, an outer roll and an applicator roll, where the peripheral speed ratio of the inner roll and the outer roll to the applicator roll is 50-95%, and where the coating color is applied at a coating speed of at least 1000 m/min substantially without misting or boiling, the coating color comprising:

an adhesive in an amount of about 5-50 parts by weight;

an auxiliary consisting essentially of polyvinyl alcohol in an amount of 0.1 to 1.0 parts by weight; and

a starch in an amount of less than 2.0 parts by weight, wherein the parts by weight are based on 100 parts by weight of the pigment.

20. (Previously presented) The method of claim 19, wherein the total amount of the adhesive is 18 parts by weight or less based on 100 parts by weight of the pigment.

21. (Previously presented) The method of claim 20, wherein the starch is included as an adhesive.

22. (Previously presented) The method of claim 19, wherein the adhesive is selected from the group consisting of styrene-butadiene copolymers, styrene-acrylic copolymers, ethylene-vinyl acetate copolymers, butadiene-methyl methacrylate copolymers, vinyl acetate-butyl acrylate copolymers, maleic anhydride copolymers, acrylic-methyl methacrylate copolymers, oxidized starches, cationic starches, urea phosphate-esterified starches, etherified starches, hydroxyethyl starches, dextrin, carboxymethylcellulose, hydroxymethylcellulose and hydroxyethylcellulose.

23. (Previously presented) The method of claim 19, wherein the color coating has a solids content of 40-70 % by weight.

Claim 24 (Cancelled)